

SPORTS INDUSTRY PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. What does Table 10.2 indicate about attendance and revenue?**
 - A. Attendance varies by the number of games and popularity; gate receipts matter but not as much as media contracts; major leagues dominate revenue
 - B. Attendance is determined by stadium capacity
 - C. Gate receipts are more important than media contracts
 - D. Small leagues generate more revenue than major leagues
- 2. Which of the following describes the government funding requirements in Norway?**
 - A. Safe, fair, inclusive environments
 - B. Universal design requirements for facilities
 - C. All of the above
 - D. Zero-tolerance discrimination policy
- 3. Which groups collaboratively fund and deliver sport participation opportunities in Canada?**
 - A. The federal government, provincial governments, municipal governments, the non-profit sector, and the for-profit sector all collaborate.
 - B. Only the federal and provincial governments collaborate.
 - C. Municipal governments and the non-profit sector collaborate.
 - D. The non-profit sector operates independently of government.
- 4. What are the top level women's leagues?**
 - A. NWSL, PWHL, WNBA
 - B. WNBA, LPGA, NWSL
 - C. LPGA, WTA, NWSL
 - D. NBA, NFL, MLB
- 5. In the professional sport industry framework, which term describes the ownership group represented by the league commissioner?**
 - A. Governance
 - B. Sponsorship
 - C. Labour
 - D. Management

- 6. Which factor is shown to be more impactful on league revenue than gate receipts?**
- A. Attendance
 - B. Number of games
 - C. Sponsorship
 - D. Media contracts
- 7. Which challenge is related to currency value between the Canadian dollar and the U.S. dollar?**
- A. Geography
 - B. Tax policies
 - C. Value of the Canadian dollar
 - D. Public subsidies
- 8. Which of the following is NOT one of the four major differences in structure and governance between European leagues and US leagues?**
- A. Multi-tiered competitions.
 - B. Relegation/Promotion.
 - C. Salary cap.
 - D. Youth academics.
- 9. How many regional conferences are there in the CCAA?**
- A. Five
 - B. Four
 - C. Two
 - D. Six
- 10. Which unique aspect covers media, broadcasting, and digital communication's role in sport?**
- A. Interdependence
 - B. Role of the electronic and new media
 - C. Structure and governance
 - D. Labour-management relations

Answers

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1. A
2. C
3. A
4. A
5. D
6. D
7. C
8. C
9. D
10. B

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Explanations

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1. What does Table 10.2 indicate about attendance and revenue?

- A. Attendance varies by the number of games and popularity; gate receipts matter but not as much as media contracts; major leagues dominate revenue**
- B. Attendance is determined by stadium capacity
- C. Gate receipts are more important than media contracts
- D. Small leagues generate more revenue than major leagues

Attendance varies with how many games are played and how popular the team is. Gate receipts from ticket sales matter, but the bigger driver of overall revenue is media contracts, which bring in far more money, especially for major leagues. That combination explains why attendance responds to schedule and popularity, while revenue is dominated by broadcasting rights. The other statements don't fit because capacity limits attendance but doesn't determine it, media rights aren't shown to be less important than ticket sales, and small leagues don't typically out-earn major leagues.

2. Which of the following describes the government funding requirements in Norway?

- A. Safe, fair, inclusive environments
- B. Universal design requirements for facilities
- C. All of the above**
- D. Zero-tolerance discrimination policy

Government funding in Norway is tied to principles of equal participation and accessibility. Projects receiving public money are expected to provide safe, fair, and inclusive environments so everyone can participate, regardless of background or ability. Universal design requirements for facilities push for accessibility from the start, ensuring spaces and services can be used by a wide range of people without needing special adaptations. A zero-tolerance discrimination policy underpins these funding criteria, ensuring funding goes to programs that uphold non-discrimination and equal opportunity. Because these goals are interconnected—accessible design supports safe and inclusive participation, and anti-discrimination standards ensure fair treatment—the description that includes all of these elements best captures government funding requirements.

3. Which groups collaboratively fund and deliver sport participation opportunities in Canada?

- A. The federal government, provincial governments, municipal governments, the non-profit sector, and the for-profit sector all collaborate.**
- B. Only the federal and provincial governments collaborate.
- C. Municipal governments and the non-profit sector collaborate.
- D. The non-profit sector operates independently of government.

In Canada, sport participation opportunities come from a shared effort across multiple sectors, all working together to fund and deliver programs. The federal government sets national priorities and provides funding for national sport initiatives and organizations, helping to create a broad framework for participation. Provinces and territories then translate those priorities into programs and support at the provincial level, distributing funds and coordinating services across communities. Municipalities contribute by delivering local programs, maintaining facilities, and supporting community leagues and events right in neighborhoods. The non-profit sector, including national and provincial sport organizations, clubs, and community bodies, plays a crucial role by organizing coaching, certifications, events, and program delivery that reach everyday participants and help build pathways from grassroots to higher levels. The for-profit sector adds value through private facilities, clubs, equipment, and services that broaden access and offer additional opportunities for participation, often in collaboration with public and non-profit partners. Together, these sectors share resources, align policies, and partner on delivery to ensure sport is accessible to people across the country. If you consider only government levels or a single sector operating in isolation, the reach and consistency of participation opportunities would be far more limited; collaboration across all sectors is what makes broad-based participation possible.

4. What are the top level women's leagues?

- A. NWSL, PWHL, WNBA**
- B. WNBA, LPGA, NWSL
- C. LPGA, WTA, NWSL
- D. NBA, NFL, MLB

Top level women's leagues are the premier professional leagues where the strongest female players compete in team-based competition across major sports. In soccer, the highest-level pro league is the National Women's Soccer League. In hockey, the top-tier women's league is the Professional Women's Hockey League. In basketball, the main women's pro league is the Women's National Basketball Association. Other options mix in golf or tennis circuits that are individual-player tours, or include men's leagues, which aren't the focus when talking about top-level women's leagues. So the combination of NWSL, PWHL, and WNBA best represents the top-level women's leagues.

5. In the professional sport industry framework, which term describes the ownership group represented by the league commissioner?

- A. Governance
- B. Sponsorship
- C. Labour

D. Management

The ownership group's representation in daily league affairs falls under management. The league commissioner acts as the executive leader who carries out the owners' decisions and oversees the league's operations—scheduling, rules enforcement, revenue sharing, disciplinary actions, media rights, and other day-to-day activities. Governance, by contrast, is about creating the framework, rules, and oversight for the league; sponsorship focuses on external partners and deals; labour deals with players and their unions. So the commissioner's role is best described as managing the league's operations on behalf of the owners.

6. Which factor is shown to be more impactful on league revenue than gate receipts?

- A. Attendance
- B. Number of games
- C. Sponsorship

D. Media contracts

Media contracts provide a much larger and more stable revenue stream for a league than gate receipts. National and international broadcast rights deals bring in huge sums that are typically spread across all teams for multiple years, creating scale and predictability that ticket sales alone can't match. Attendance revenues depend on stadium capacity, ticket pricing, and on-field performance, and even strong attendance can't outpace the financial impact of broadcast deals. Increasing the number of games or relying on sponsorship can boost revenue, but these gains are generally smaller and often intertwined with broadcast reach; without strong media exposure, sponsorship value drops. In short, the vast, league-wide income from media rights tends to dwarf gate receipts, making media contracts the most impactful factor on league revenue.

7. Which challenge is related to currency value between the Canadian dollar and the U.S. dollar?

- A. Geography
- B. Tax policies

C. Value of the Canadian dollar

D. Public subsidies

The main idea is how exchange rates move and what that means for cross-border pricing between Canada and the United States. The challenge asked is about the value of the Canadian dollar relative to the U.S. dollar, because this value—how strong or weak the Canadian dollar is compared to the U.S. dollar—directly affects pricing, trade competitiveness, and financial planning across the border. Currency value is influenced by factors like interest rates, inflation, economic performance, commodity prices, and market expectations for both countries. When the Canadian dollar strengthens, Canadian goods become more expensive for U.S. buyers and Canadian travelers may find costs higher; when it weakens, Canadian goods become cheaper for U.S. buyers and traveling costs shift accordingly. This is exactly what the question is getting at: the relative value of the Canadian dollar. Geography is about location and distance, not how much a currency is worth. Tax policies shape the fiscal environment and investor behavior, but they don't by themselves define the exchange rate. Public subsidies are government support programs that affect certain industries or sectors, not the ongoing valuation of a currency relative to another.

8. Which of the following is NOT one of the four major differences in structure and governance between European leagues and US leagues?

- A. Multi-tiered competitions.
- B. Relegation/Promotion.
- C. Salary cap.
- D. Youth academics.

The main idea is understanding how leagues are organized and governed. European leagues are built around a system of multiple tiers with promotion and relegation, so teams can move between levels based on performance. They also place a strong emphasis on club-based youth academies that develop players within the club's own system. US leagues, in contrast, tend to operate as closed leagues with fixed memberships, and talent development often comes through different pipelines like college sports or club academies, rather than movement between leagues. A salary cap, while common in US leagues as a financial control, is not a structural governance feature shared by European leagues in the same way, and European leagues don't employ a league-wide cap in the same manner. Because of that, the salary cap is not one of the four major differences in structure and governance between European and US leagues.

9. How many regional conferences are there in the CCAA?

- A. Five
- B. Four
- C. Two
- D. Six

Regional organization across Canada is the main idea here: the CCAA groups member colleges into six geographic regional conferences so teams compete locally and qualifiers advance to national championships. These six regions span the country, typically aligning with Atlantic, Quebec, Ontario, and the Western areas (covering the western provinces). That six-region structure is why the answer is six. Fewer regions would require merging areas that the CCAA keeps separate, while more regions would imply a finer split than the association uses.

10. Which unique aspect covers media, broadcasting, and digital communication's role in sport?

- A. Interdependence
- B. Role of the electronic and new media
- C. Structure and governance
- D. Labour-management relations

Media, broadcasting, and digital communication shape how fans access games, how content is produced, packaged, and distributed, and how revenue is generated through rights, streaming, and online platforms. The option that centers on electronic and new media directly addresses these channels—TV, online streaming, social media, apps, and other digital platforms—and their impact on sport's reach, marketing, and fan engagement. That focused emphasis is why it's the best fit for describing the role of media in sport. The other areas describe broader parts of the sports system: interdependence looks at how different elements rely on one another without singling out media; structure and governance covers organizational setup and rules; labour-management relations deals with negotiations between athletes and management.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://sportsindustry.examzify.com>

We wish you the very best on your exam journey. You've got this!

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